



# Public Space Management Program Overview

City Council Briefing  
June 24, 2013



# Outline

- Project purpose
- Overview of Public Space Management Task Force
- Program priorities and 2013-2014 work plan highlights
- Program management approach
- Next steps





# Why Vibrant Public Spaces

- Capitalize on our assets, inspiration, and potential
- Engage people of all ages and abilities
- Energize the public realm with positive activities
- Support the local economy and attract tourism
- Improve safety and the environment





# People Want Places...

- To sit
- To play and watch others play
- To eat
- For art
- To show neighborhood character
- For community projects
- To grow and sell healthy foods
- That are easy to navigate
- For special activities
- To gather
- To perform and create
- For commerce
- To meet friends







# Policy Guidance

- Action Agenda
  - Building healthy communities
  - Supporting a thriving economy
  - Providing great service
- Pedestrian Master Plan
  - Improve walkability on all streets
  - Create vibrant public spaces
  - Get more people walking





# Managing the Right-of-Way

- Title 15 dictates the approach to managing the right-of-way
- Right-of-way provides benefit to the traveling public
- Mobility is the number one priority and applies 24/7
- Everything that does not promote mobility is a *secondary use*
- Without secondary uses, there can be dead zones
- People have the right to assemble in the right-of-way—there is no code of conduct







# Public Space Management Task Force



# Task Force Members

Mayor's Office

CM Bagshaw's Office

CM Rasmussen's Office

Arts & Cultural Affairs

Economic Development

Neighborhoods

Parks

Planning

Police

Transportation

Accessible design

Bike/ped interests

Chinatown/ID

Design quality

Downtown Seattle Association

Non-Center City neighborhoods

Pioneer Square

Small business owners

Social services

Sustainability





# Mission Statement and Goals

*Seattle's Public Space Management Program promotes and regulates a vibrant, safe, accessible, and attractive shared right-of-way.*

- **ENCOURAGE:** Promote the activation of public space
- **IMPLEMENT:** Ensure that opportunities to activate the right-of-way are not missed due to perceived obstacles or implementation hurdles
- **INNOVATE:** Identify opportunities for activation
- **REGULATE:** Manage our public spaces in a transparent and predictable way



# Program Areas

- A-frame signs
- Alley activation
- Art installations *and community beautification projects (e.g., murals, intersection painting)*
- Bike parking
- ~~• Bike share~~
- Buskers *and performance space*
- ~~• Community projects (e.g., murals)~~
- Coordinated street furniture
- ~~• Drinking fountains~~
- Farmers' markets
- Festival streets
- Gardening (e.g., in planting strip)
- Green infrastructure (e.g., swales)
- ~~• Greenways and walking trails~~
- ~~• Interpretative signs~~
- Mobile food vending
- *Neighborhood or community amenities (e.g., benches, plantings, interpretive signs)*
- Newspaper boxes
- Parklets
- Pavement to parks
- ~~• Pedestrian lighting~~
- ~~• Performance space~~
- Play equipment
- Pole banners
- Public plazas
- Public toilets
- Shared spaces (e.g., woonerfs)
- ~~• Shoreline street ends~~
- Sidewalk cafés
- ~~• Street canvassers~~
- Street closures (e.g., block parties)
- ~~• Street furniture (e.g., benches)~~
- ~~• Transit facilities~~
- Vending
- ~~• Walking trails and pedestrian paths~~
- ~~• Waste management~~
- ~~• Wayfinding~~





# Program Area Discussions

- What would make the program successful?
- What pitfalls should be avoided? What is not working?
- What management tools and resources are needed?





# Prioritization Criteria

- Encourages activation and provides opportunities
- Serves a diversity of people
- Improves access and safety
- Includes partnerships to ensure sustainability
- Builds new spaces or places
- Fixes or enhances an existing program
- Makes a process easier or more clear







# Work Plan Phasing

Urgent	Important	Stable
<p>Alley Activation</p> <p>Business and Neighborhood Amenities</p> <p>Coordinated Street Furniture</p> <p>Enforcement</p> <p>Green Infrastructure</p> <p>Parklets</p> <p>Public Loos and Drinking Fountains</p>	<p>A-Frame Signs</p> <p>Buskers and Performance Space</p> <p>Festival Streets</p> <p>Newspaper Boxes</p> <p>Pavement to Parks</p> <p>Play Equipment</p> <p>Pole Banners</p> <p>Public Plazas</p> <p>Shared Spaces</p> <p>Vending of Merchandise</p>	<p>Farmers' Markets</p> <p>Gardening</p> <p>Mobile Food Vending</p> <p>Sidewalk Cafes</p> <p>Street Closures</p>







# Alley Activation

- **Goal:** Expand the definition of alleys as destinations and create opportunities for activation
- **Outcome:** Develop design guidelines and implementation standards for “active” alleys
- Work closely with Nord Alley and Canton Alley projects to create replicable pilot projects





# Business & Neighborhood Amenities

- **Goal:** Make it easier for community groups and businesses to enhance the ROW
- **Outcome:** Streamline permitting processes and reduce fees
- Conduct best practices research
- Review existing practices and develop new permit type
- Develop materials to communicate changes





# Newspaper Boxes

- **Goal:** Manage newspaper boxes to ensure mobility and maintenance standards are met
- **Outcome:** Adopt, implement, and enforce Director's Rule for new placement and maintenance standards, working closely with stakeholders
- Publish Rule and communications materials
- Develop enforcement and impoundment protocols







# Seattle Pilot Parklet Program

- **Goal:** Provide additional public open space in Seattle neighborhoods
- **Objective:** Launch and evaluate pilot program
- Launch 3-4 pilot parklets in summer 2013
  - Belltown
  - Capitol Hill
  - Chinatown/ID
- Evaluate pilot program and present recommendations for full program in late 2013



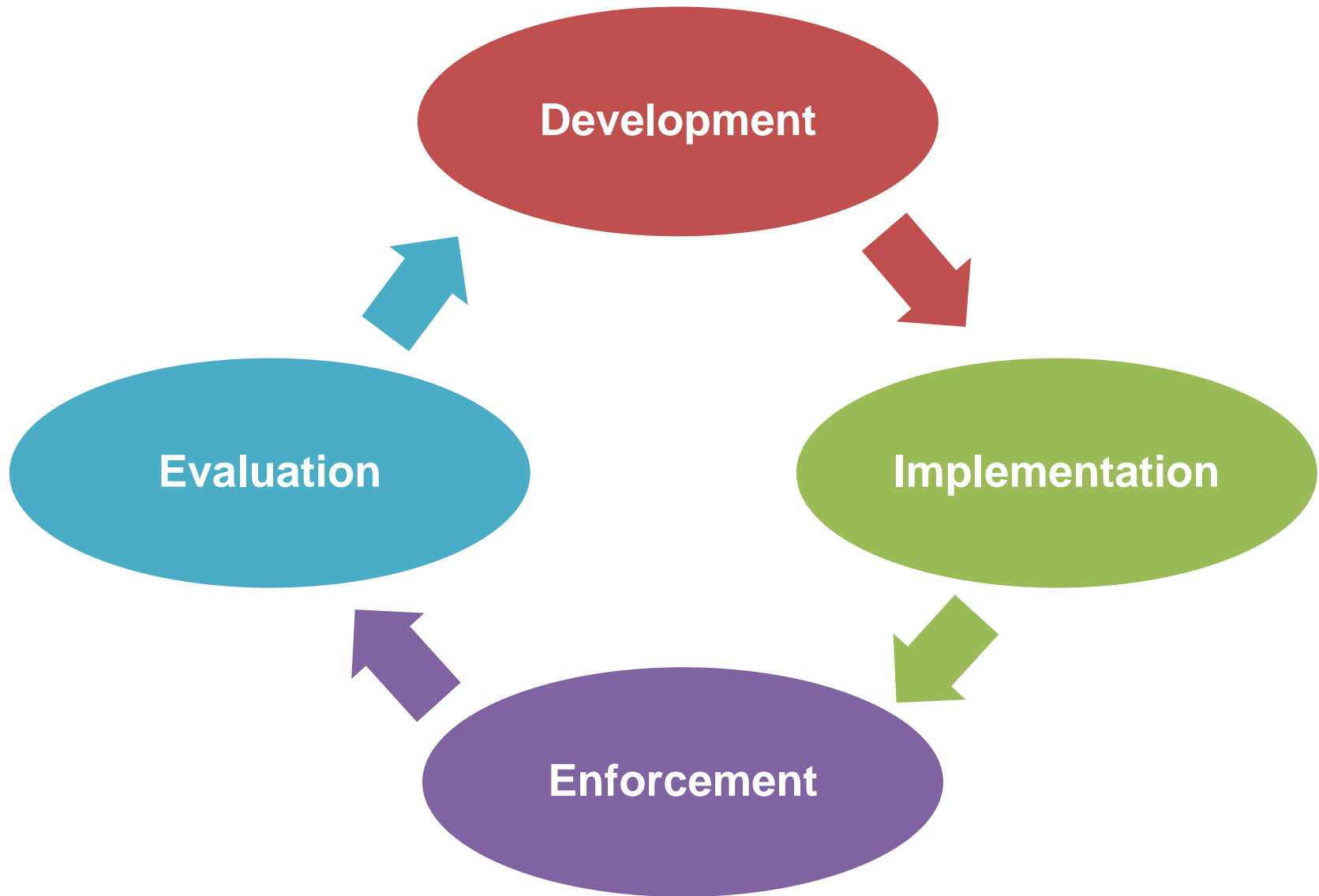




# Program Management and Next Steps



# Management Approach







# Enforcement

- Existing enforcement resources are limited and focus on permitted activities
  - Public safety, mobility, environmental or drainage issue, damaging City asset or utility
- Ensure that activities in the ROW comply with the code and with program goals and objectives
- Reprogram existing enforcement resources to reflect program priorities





# Program Next Steps

- Establish an interdepartmental team for quarterly meetings
- Capitalize on partnership opportunities
- Create program communications materials
- Conduct best practices research
- Implement and evaluate pilot programs
- Identify additional program resources
- Develop 2014 detailed work plan